



AMERICAN ROSE SOCIETY

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AMERICAN ROSE SOCIETY ANNOUNCES 2010 AWARD OF EXCELLENCE WINNERS

Shreveport, LA- The American Rose Society announces four new miniature and Mini-Flora rose varieties have won the 2010 Award of Excellence, a designation of merit given for superior quality and marked distinction. The winners are 'Magic Show', 'First and Foremost', 'Daddy Frank' and 'Spirit Dance'.

Each year, commercial and amateur hybridizers submit their roses for evaluation. Roses are evaluated for two years in ten public test gardens across the country and are rated on eleven criteria multiple times during the growing season. Upon availability, consumers will be able to purchase all of the winners from Rosemania, www.rosemaina.com.

'Magic Show'- This miniature rose was hybridized by Frank Benardella. The bright color and excellent form will catch the eye of a home gardener who wants a rose that is quick to repeat and provide lots of flowers a display.

'First and Foremost'- This Mini-Flora was also hybridized by Frank Benardella. This rose has a deep pink with a lighter reverse and white center and makes an excellent choice for display and arrangements.

'Daddy Frank'- This Mini-Flora was also hybridized by Robbie Tucker. This deep red rose is disease resistant and can survive the winter well. It was named in honor of his grandfather.

'Spirit Dance'- This Mini-Flora was also hybridized by Christian Bedard. This rose has yellow bud that opens to a warm butterscotch opening.

Award of Excellence History

The American Rose Society established the designation in 1974. Since that time, there have been 110 winners. Please more information, high resolution photos and a complete list of recipients, please visit the media section at www.ars.org.

American Rose Society

Founded in 1892, the American Rose Society is the oldest single plant horticultural society in America. The ARS is an educational, nonprofit organization dedicated exclusively to the cultivation and enjoyment of roses. ARS supports its members by providing educational programs, resourceful publications, and continued research. We have more than 300 nationally affiliated rose societies in our network.

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